

**The Bridges of Media Education**  
**Mostovi medijskog obrazovanja**  
The Bridges of Media Education



Conference  
THE BRIDGES OF MEDIA EDUCATION  
MOSTOVI MEDIJSKOG OBRAZOVANJA

**Book of Abstracts**  
**Knjiga sažetaka**  
**V**



Novi Sad  
October 2013

*Publisher / Izdavač*

Faculty of Philosophy / Filozofski fakultet

Department for Media Studies / Odsek za medijske studije

*For the publisher / Za izdavača*

Professor Ivana Živančević Sekeruš, Ph.D.

Dean / Dekan

*Programme Committee / Programski odbor*

prof. dr Ivana Živančević Sekeruš, Faculty of Philosophy, University of Novi Sad, Serbia

prof. dr Dubravka Valić Nedeljković, Faculty of Philosophy, University of Novi Sad, Serbia

prof. dr Bertalan Pusztai, Faculty of Arts, University of Szeged, Hungary

prof. dr Marcel Tolcea, Faculty of Political Sciences, Philosophy and Communication Sciences,  
West University of Timisoara, Romania

prof. dr Marko Milosavljević, Faculty of Social Sciences, University of Ljubljana, Slovenia

doc. dr Nataša Ružić, Faculty of Political Sciences, University of Montenegro, Montenegro

doc.dr Viktorija Car, Faculty of Political Sciences, University of Zagreb, Croatia

prof. dr Lejla Turčilo, Faculty of Political Sciences, University of Sarajevo, Bosnia and  
Hercegovina

doc. dr Dejan Donev, Faculty of Law „Justinianus Primus“, University of „St.s Cyril and  
Methodius“, Macedonia

ISBN: 978-86-6065-173-2

Conference “The Bridges of Media Education” is part of the research project “Digital Media Technologies, Social and Educational Changes” (III 47020) supported by the Ministry of Education, Science and Technological Development of the Republic of Serbia.

Conference “The Bridges of Media Education” was supported by the Secretariat for Science and Technological Development of the Autonomous Province of Vojvodina.

**Dejan Donev**

Faculty of Law “Iustinianus I”, University “St.s Cyril and Methodius”, Macedonia

**THE PLACE AND ROLE OF THE PUBLIC IN MEDIA REPORTING ON  
EUROPEANISATION AND THE NEED FOR MEDIA EDUCATION OF THE PUBLIC**

In the process of education, upbringing and socialization, in terms of moral matrix and ethical roadmap, the media today also play a major role, beside the family and the school. Because of that we have to learn how to use the media and how to interpret their messages. In this sense, in a world of ubiquitous and influential images, sounds and texts, media education, as a sub-discipline of media pedagogy, aims to impart knowledge and skills for usage and interpretation of these media and media messages in everyday life, so a media literacy can be developed.

In Macedonia, it is too obvious that the media literacy of the public, especially of the young people, is more than necessary, especially if we take into account the results from our research "Europe – here and there: Analysis of discourse in the media about Europeanization of the Western Balkans" which included 170 articles and 1 comment. The emphasis in all analyzed media is on foreign actors, while the public in Macedonia, on its own (sublimation of NGO's and civil society organizations, public figures, citizens, as well as media), with its positions and statements, is present in 13 items. It is poorly covered as a media subject (8%), while as an object it is represented in even smaller number of media texts.

Justification of the necessity of media education of the public comes from the key issue in terms of public participation in the process of media coverage about Europeanization: Is it only about selective transmission of information or just about indifference of public to get involved in this process?

**Key words:** public, media reporting, Europeanisation, education

**Elena Benova, Lubos Cibak and Michal Fabus**  
School of Economics and Management in Public Administration in Bratislava, Slovakia

**THE ROLE OF THE STATE IN APPLYING THE PUBLIC INTEREST IN THE  
MEDIA**

The paper deals with challenges and opportunities for the state in maintaining an objective perspective in providing nationwide media exposure, especially radio and television broadcasting as the public good. It tries to highlight some of the differences between public and commercial broadcasting, in compliance with the Code of Ethics of broadcasters and protecting citizens (consumers) priorities violation.

**Key words:** public interest, media, ethics, state regulation

**Aleksandra Krstić**  
Faculty of Political Sciences, University of Belgrade, Serbia

### **MEDIATIZATION OF POLITICS: THEORETICAL APPROACHES**

The concept of “media logic”, established in the media literature in late 80-ties of the 20<sup>th</sup> century, has significantly influenced on researching the effects of mass media on politics and political institutions. On the ground of this concept, according to which the media has been the most important communicator between institutions and citizens, several theoretical approaches of mediatization of politics have been established. They have in common the research of institutional adjustments and the transformation of political institutions’ communication activities under the influence of media logic. The adjustment or adaptation of political communication has been researched in the theory of mediatization from media-centric and society-centric approaches, building several dominant standpoints: pluralistic, which sets the traditional difference between political and non-political content, giving the priority to “serious political content”; constructivist, which constructs politics only through the series of media representations; “colonizing”, based on the “colonization” of politics due to the effects of media values; and structuralist, focusing on the producers in media systems, rather than their products. New theoretical approaches in media literature question the divide between media and political logic, stressing out the need for rethinking those logics. They conceptualize the difference between normative and market logic and their enforcement in the functioning of the media and political institutions. The aim of this paper is to present theoretical approaches in the research of mediatization of politics, tending to their critical examination in the context of globalization and technological development and to contribute to the research of the effects of the media in the transformation of communication activities of political institutions.

**Key words:** mediatization, media, politics, political institutions, media logic, political logic

**Ana Lakatoš and Sonja (Vukobrat) Ivković**  
Faculty of Management, Sremski Karlovci, Serbia

## **THE ROLE OF INTERNET IN YOUTH'S EVERYDAY ACTIVITIES**

It is an extremely exciting time to be in the Internet field. Lately, it is becoming more and more frequent that one encounters words with the prefix e- in daily press, periodicals and professional literature, like e-mail, e-banking, e-commerce, e-learning, etc. The advent of the World Wide Web and rapid advancements in Web-authoring software have opened the possibility of delivering compelling electronic-learning to new groups of learners, and for new classes of applications. At the same time, rapid technical innovation is surmounting the bandwidth barrier of the Web and enabling the delivery of online content that is truly interactive and media-rich. There is a big influence of technology on our daily life. Electronic devices, multimedia and computers are things we have to deal with every day. Especially the Internet is becoming more and more important for nearly everybody as it is one of the newest and most forward-looking media and surely “the” medium of the future. Therefore we thought that it would be necessary to think about some good and bad aspects of how this medium influences us, what impact it has on our social behaviour and what the future will look like. The Internet changed our life enormously; there is no doubt about that. There are many advantages of the Internet that show us the importance of this new medium. The authors offer theoretical and methodological approach to Internet usage in daily life.

**Key words:** Internet, social behavior, social network, media impact

**Brankica Drašković**  
Faculty of Philosophy, University of Novi Sad, Serbia

**CULTURE IN THE NEW MEDIA AND TECHNOLOGICAL ENVIRONMENT:  
A CASE STUDY OF THE PORTAL FOR CULTURE OF SOUTHEASTERN EUROPE  
SEECULT.ORG**

Despite the development of media and cultural industries, as well as the expansion of the information society, the quality of the growing amount available information and their understanding of the public are in constant decline. A trend of media becoming tabloids and a lack of cultural content in traditional media in favor of sections for show business, politics and spectacle is leading to full marginalization of a debate on key issues of public interest and to decline of cultural and educational standards. One of the solutions to support cultural and artistic production could be the strengthening of the role of civil sector media, particularly their goals and results in the development of intercultural dialogue in the region through the internet platforms. This phenomenon in the media landscape of the region was investigated in a case study of the portal for culture of Southeastern Europe Seecult.org and in comparison of reporting of this portal and reporting of the selected traditional Croatian and Serbian media. Methodologically the paper is based on quantitative and qualitative content analysis of media texts sampled from 1<sup>st</sup> March till 31<sup>st</sup> May 2012. The results show that the potential of alternative media space, especially on regional internet portals, is of great importance for critical attitude about the cultural matrix of their own community, but their work also proves that they are “something else” in the distribution of cultural contents in the region.

**Key words:** alternative media, the Internet, region, portal for culture Seecult.org

**Dejan Sredojević**

Faculty of Philosophy, University of Novi Sad, Serbia

**INFLUENCE OF PERFORMANCE ANXIETY ON THE TEMPORAL ORGANISATION OF SPEECH IN PRESENTING RADIO NEWS**

The fear of speaking in public (performing) is one of the most commonly found social phobias and it is believed that every third person expresses this fear to some extent, which is manifested in the whole set of physiological parameters, affects the voice quality, frequency and duration of inhalation. This study is a continuation of the research in which the analysis of radio news presentations given by 8 students who (by their own assessment and the assessment of the author of this research) had performance anxiety was conducted (1<sup>st</sup> group), but also the analysis of presentations of 6 students who, by their own assessment and the assessment of the author of this research, had no performance anxiety (2<sup>nd</sup> group). The author of this research listened to these recordings very carefully and afterwards analysed the spectrograms of recorded material and read the values of the specific phonetic parameters while 15 respondents gave their opinions about the presentations. All the obtained results underwent statistical analysis. The most significant result of the previous research is the fact that respondents clearly and undoubtedly recognised speakers belonging to the 1<sup>st</sup> group and that their presentations were less appealing to them; the respondents clearly recognised the trembling of the voice and frequent pauses in speech where they were not supposed to occur. It was also determined that there was a significant correlation between these parameters and the extent to which the respondents liked the presentations. The aim of this research was to determine to what extent (if it does) the performance anxiety affects the temporal organisation of speech. In this research, it was determined that the ratio between the duration of speech segment and the pause which followed it – significantly correlated with the degree of performance anxiety present in the speaker; this ratio was higher in speakers who had a greater degree of performance anxiety. It was also determined that there was a statistically significant correlation between the ratio of the speech segment duration and the pause which follows it on one hand, and the appeal of the presentation of the other hand. The presentations of speakers who made pauses of inadequate length – were less appealing to the respondents. The statistically significant correlation between the values of the speech tempo and the degree of performance anxiety was also found; speakers with the higher degree of performance anxiety – had slower speech tempo. Also, it was determined that the speech tempo values themselves did not affect the appeal of a presentation.

**Key words:** radio news, speech, temporal organisation



**Sofija (M) Košničar**  
Faculty of Philosophy, University of Novi Sad, Serbia

**COMPLEMENTARITY OF MEDIA EDUCATION AND CURRICULUM ON THE  
EXAMPLE OF BBC EDUCATION SYSTEM**

The paper presents positive experience of possibilities for synergy among media education, school education and permanent education of adults (life-long education) on the respectable example of BBC, as well as findings regarding high aspirations of auditorium in Vojvodina towards media education contents. It has been devised as a contribution to the better consideration of current problems associated with the basic imperative of modern educational system – the necessity of its connection with global media communications. As an example, one of the most successful media education systems in Europe – the system in the United Kingdom is presented. It is implemented in cooperation with the BBC (BBC Digital Curriculum, BBC for Schools, SOS Teacher, and BBC Open University) which, at the same time, at the global level, provides access to educational information through diversified TV programs, Internet and other digital technologies. Concurrently, it is the contribution in bringing order in the information jungle in the field of education. It has been developed through the complete vision of the world, without which there is no adequate education for the third millennium. The battle for education is, in fact, the battle for global cultural survival of humanity. Education is, as emphasized by UNESCO, the crucial process in the redistribution of social influence and power. Therefore, the most important question of social development is to enable access to as many people as possible and their involvement in the global circulation of information. At that, the natural language still remains an invariant, a key agent of mediation of education in synergy with visual and not (only) visual media. However, successful global circulation of media educational information is conditioned by permanent training for the use of media without which the designed global education system would collapse so that media education and education for the use of media have become an inseparable tandem of successful modern education.

**Key words:** Global media communication, BBC Media Education, school education, life-long education, synergy, reception of media education contents

**Mira Vidaković**  
Faculty of Management, Sremski Karlovci, Serbia

## **NET GENERATION AND E-LEARNING: A CONTEMPORARY EDUCATIONAL REVOLUTION**

During the last two decades, society, in all of its segments, is going through a information (IT) revolution. Communication between people all over the world is becoming easier, large amount of different kinds of information is increasingly accessible, and, consequently, knowledge and skill necessary for successful social interaction is more and more complex.

Since the main goal of education is to prepare young people for successful social functioning, it is clear that the IT revolution triggered a certain kind of educational revolution. New ways of information access brought forth new approaches to learning and teaching, which, in itself, creates a need for devising and systematizing new kinds of educational methods.

Another consequence of the IT revolution is the emergence of a new generation of students, students that, from an early age, had access to information technology that was not available to any generation before them. This so-called *Net Generation* demands a specific educational environment if optimal results are to be attained. For this, it is necessary to define these *modern* students, to learn their habits and needs, and to choose best methods for teaching and connecting with them, in order for the results to be the best possible.

This paper tries to define the Net Generation, their preferences, characteristics and capacity, as well as to present different techniques of E-Learning as compatible and advisable tool for their formal education.

**Key words:** Net generation, e-learning, IT revolution, society, modern education

**MEDIA AND PUBLIC INTEREST: SUSTAINABLE WITHOUT MEDIA MARKET  
INFLUENCES**

In Croatia, the only stable media with public interest as its mission was and still is public service Croatian Radiotelevision (HRT). However, during last five years, while preserving the financial stability thanks to the licence fee, it has undergone through very complex managing crisis. The present management, following the inability of previous managements, cannot cope with the urgently needed reorganization, restructuring and management innovations. Therefore, HRT continues with an outdated editorial policy in its technological dimension (e.g. there is no offer of smartphone applications with public service content), and in its daily programming HRT relies a lot on reruns.

Within Croatian citizens, the public service mission of the media is generally seen as essential by society, and citizens are ready to support it by paying the license fee. However, at the same time, HRT is widely criticized by the public, other media outlets, and media experts for not fulfilling its public service mission. The main areas of criticism relate to the commercialization, popularization and even tabloidization of HRT's content.

At the same, the definition of public service has changed. It is not any longer exclusively related to public service radio-televisions only. Movement for media reforms across European countries also point out that such exclusiveness should be redefined.

In Croatia there are different non-profit, community, public service media outlets, which are strictly focused on public interest (e.g. culture, art, science, education, critical political analysis, etc.). Croatian Ministry of Culture and Agency for Electronic Media fortunately recognized them as the real public service media and they try to find some models of their funding, through public funds (Pluralism Fund and Croatian Lottery Fund).

In this paper I present and question models of public funding for different public service media outlets. This is certainly a media policy issue, and without credible media strategy in Croatia, these models and routines could be only temporary solution.

**Key words:** public interest, media market, influence

**Dejan Pralica**

Faculty of Philosophy, University of Novi Sad, Serbia

## **DIGITAL ICONS**

Digitalne ikone (Digital Icons) is one of the few programs on Serbian radio stations which deals with information and communications technologies. The aim of this paper is to show how this program, which is broadcast on Radio Beograd, approaches the topic of the virtual world and how it reports on the current events in the world. This paper examines the possibilities of education in the digital world, the problem of internet piracy, electronic waste, electronic literature, social networks, as well as the legal adjustment of Serbia with the EU regulations. Being a unique program on Serbian radio stations, Digitalne ikone received many awards for the contribution in promoting digital society.

**Key words:** information and communications technologies, digitization, Radio Beograd, radio program

**Miroslav Zelinský**

Faculty of Multimedia Communications, Tomas Bata University in Zlin, Czech Republic

### **MEDIA STARS AND VICTIMS IN THE MEDIA**

Two reception strategies in media world as topics of media studies. Media victims syndrome. Narrativity in media messages. Positions of viewer. Media as comic book. Betrayal of Aristotle. Stockholm syndrome in media reception. Critique of uncritical reason.

Victim of media syndrome (das Medienopfersyndrom – MOS) is the term of the Swiss psychiatrist Mario Gmür. It means the mental states of people, who are exposed to attacks of media campaigns. In the position of media victims or even the stars we find ourselves every day. It means the position when we uncritically accept the contents of the media. We work with the illusion of real time here. Contrast of media stars and media victim is artificial. As victims we can identify all stakeholders in the media reality. The nature of the media environment is a comics: colors of the environment, the "characters" of the figures, sequences of scenes. There is Aristoteles rule of the unity of place, time and action, but without the classic structure of the mediation, for example suppression of the exposure. In connection with the opposition media victims and media stars, "the communication statutes" is much more close to the position of a hostage.

**Key words:** media, victims, narrativity

**Hrvoje Jakopović**  
Faculty of Political Science, University of Zagreb, Croatia

**SOCIAL MEDIA METRICS AND PUBLIC RELATIONS – ANALYSIS OF  
FACEBOOK PAGE *LOVE CROATIA***

Facebook as the most popular social networking site provides publicly available insights to user opinions and attitudes. Online comments and reviews are very valuable for market and public relations researchers. They present the voice of a loud minority and influential individuals in cyberspace and affect decision making. Measurement of this information on Internet is set up differently and has various purposes. For public relations measuring of online communication is exceptionally important. In a comparison to traditional methods, it can save practitioners time needed for evaluation. PR activities are based on building and obtaining relationships with their publics and in cyberspace they are directly connected with them. The aim of this research is to give an insight into public relations metrics by measuring PR efforts on Facebook page Love Croatia which is developed by The Croatian National Tourist Board (CNTB) – a national tourist organization. Love Croatia is one of the most popular Croatian Facebook pages with over 800 000 fans. Average Response Time and Response Rate showed how efficient are online public relations of The Croatian National Tourist Board. Sentiment analysis of a fan comments on the page Love Croatia is used for identifying positive, negative and neutral emotions rating on Croatia and for detection of words with which the country is described.

**Key words:** social media, public relations, Facebook

**Jana Žjak**

Faculty of Massmedia, Paneuropean University, Slovakia

## **LANGUAGE OF VISUAL ENTERTAINMENT IN TELEVISION GENRES**

Television genres seek for new forms of entertainment emphasizing visual aspects of communication. The aim of our paper is to define television genres in the form of film documentary genres. The main point of the paper is cinematography in a television genre. We will try to describe the main parts of cinematography language in the relationship with dramaturgy of a specific television program. Considering audiovisual work as a result of several professions, we will explain cinematography language from the point of psychological effect on viewers. Since the object of our dissertation's investigation is cinematography language in reality television shows, we will apply our definitions in this television genre. Reality shows have a certain dramaturgic evolution which is also reflected in its cinematography and it is often combination of theatre, feature and documentary film. Visual framework combines various cinematography styles inspired in world visual trends and technological progress of cinematography techniques in evident goal – to get the viewers.

**Key words:** television genre, cinematography, visual language, documentary, theatre, feature film, viewers

**Vladimir Barović**

Faculty of Philosophy, University of Novi Sad, Serbia

**THE ROLE AND SIGNIFICANCE OF THE MEDIA DIGITIZATION IN THE QUALITATIVE IMPROVEMENT OF REPORTING IN CRISIS SITUATIONS**

The paper analyzes elements of digitization that suggest that this process offers a large number of possibilities for quality, faster and better reporting on crisis situations. Particular attention is paid to a tempo and range of the media digitization as a process that is not realized within satisfactory time spans. Firstly, the concept of crisis situations is determined and, then, the biggest problems in the implementation of the digitization process are examined. The author specifically analyzes the most important elements that influence the better quality and speed of information transfer, which is especially significant in terms of communicating in crises. The paper emphasizes possibilities offered by the media interactivity as an important segment for monitoring certain contents about crisis situations. Finally, the author points out that the media digitization opens a new chapter in reporting on crisis situations since it significantly increases the capacities for the media work in this field.

**Key words:** digitization, crises, media possibilities, journalists, conversion



**Svenka Savić**

ACIMSI, Center for Gender Studies, University of Novi Sad, Serbia

**GENDER SENSITIVE LANGUAGE IN BOSNIAN, MONTENEGRIN, CROATIAN  
AND SERBIAN LANGUAGE**

French Slavists Paul Louis Thomas and Vladimir Osipov (2013, Paris) published *The Grammar of the Bosnian (B), Montenegrin (C), Croatian (H) and Serbian (S) language* in which they represent one of the possible approaches to the languages that have emerged from a common Serbo-Croatian language, and are abbreviated as BMCS (BCHS).

In *The Grammar of BMCS* there is no mention of gender sensitive language - GSL (ROJ), but on the basis of authors approach and examples that are documented in this book a unique policy of gender sensitive language in the region can be suggested.

For now, the policies for GSL are different in Serbia, Bosnia and Herzegovina, Croatia and Montenegro, which we can conclude on the basis of what we read in the written media reports today. The use of GSL is unevenly used in the official and public sphere in four (namely different but the structurally similar) languages.

On the basis of empirical evidence, the aim of this paper is to show: 1) What is the situation in the field today; 2) What are the planning policies of gender sensitive language in some countries today; 3) What are the possible results in the near and distant future if GSL becomes adopted as a form of language used in official and public spheres: in the media, administrative and educational spheres in this region.

**Key words:** gender sensitive language, grammar, Bosnian, Montenegrin, Croatian, Serbian

**Vladislava Gordić Petković**  
Faculty of Philosophy, University of Novi Sad, Serbia

**DIGITAL GENDER: CONTEMPORARY WOMEN'S WRITING AND THE  
TRANSITION TO THE NEW MEDIA**

The new technologies have obviously managed to capture the multitude of voices lingering at the margins: for instance, they helped women transcend their real-life grounded identities by entering the realm of the cyberspace. The new media's capacity to represent virtual entities proved to be an enticing possibility to transgress restrictions imposed by the social history of gender. The challenges that women have had to face in their attempt to articulate their intimate and public histories are much older than computers and informational highways, but digital technology offered the best existential and fictional frames for the mediation of their testimonies.

The process of identification of women's social self as depicted in contemporary Serbian women's writing (such as Jelena Lengold's latest novel *Baltimore*, Tamara Jecić's *Stinky Onion* and Ljubica Arsić's collection of stories *All Inclusive*) lavishly uses computer mediated communication. These books are based on different kinds of women's narratives, mediated through technology, and the aim of the paper is to analyze the ways gender restrictions are transgressed in the newly invented cyberrituals of womanhood.

**Key words:** digital gender, women, transition, new media

**Dijana Gajić**

ACIMSI Center for Gender Studies, University of Novi Sad, Serbia

## **REPRESENTATION OF MOTHERHOOD IN MEDIA FOR WOMEN**

The main aim of this paper is to prove the implicit ideological background (politicization) of motherhood in the early period of the mother-baby relationship. The ideological basis is read out in the implicit messages dedicated to mothers. The body of this study consists of 12 issues of the magazine *Moja beba* (My Baby), from January to December 2012 (351 texts). The unit of analysis is the text (title, subtitle, running, signatures of photos). I perform research using content analysis and critical discourse analysis. The fact that the magazine *Moja beba* is targeting only mothers (according to the concept of the magazine, the front page and the dominant discourse) reveals patriarchy in its background: the care about the offspring and domestic work – these are obligations of women. When they dictate the right behaviours of a mother and evaluate specific behaviours of mothers, the authors of texts use imperative verbs, negative forms of words and words with negative meaning, opposite, consequential, deliberate and particularly the suspended sentences, generalizations and presuppositions, intimidation, exclusion, gradation, the discourse of "rocker". The well-being of the child depends on the behaviour of the mother, and the happiness and satisfaction of mothers depend on whether the child is happy and content. A woman is almost always portrayed only as a mother, there are no varieties; mothers are a homogenous group and in the background is the essentialist view of the world. A woman is a bad mother and doubt in her abilities if she does not practice the advices given in the magazine. A mother is disciplined by the discourse that is imperative, instructional and involves conditioning and intimidation. The significance of this paper is that it will serve as a guide for journalists on how to detect established discourses and track alternative ones when talking about motherhood.

**Key words:** motherhood, representation, media for women

**Zlatomir Gajić**

Faculty of Philosophy, University of Novi Sad, Serbia

**REPORT AS A JOURNALISTIC GENRE IN THE PRINT MEDIA AND ON THE INTERNET**

The rapid technological advancements and the emergence of the Internet at the beginning of the 21st century have introduced a number of significant changes in the sphere of media communications. The rapid flow of information and their accumulation led to a transformation of the way in which they are marketed, and even the audience gradually changed the reception of media content, developing different needs. The Internet, during the first two decades of existence in the media sector, showed the highest similarity with traditional print media in the way the media products are created – almost completely it took written form, genres of news reporting and ways of placing journalistic topics, with the possibility of extension of information and polemic scope according to the principles of multimedia and interactivity. In such circumstances, journalistic report, as a classical, descriptive form of journalistic writing, still survives as an essential part of the print and online media, with some transformations. These concern the choice of topics in a shrinking originality of the author, and then the angle of journalistic considerations – the objective is to drastically turn subjective, bordering with the form of blog writing. The key question for the future of this journalistic genre is – can eloquence and imagery of the written text replace the ubiquitous video technology and can stories and columns of reports take the place of the billion links on YouTube, Facebook and other social networks.

**Key words:** print media, Internet, journalistic genres, report

**Dijana Subotički**  
ACIMSI Center for Gender Studies, University of Novi Sad, Serbia

## **ECONOMIC SUSTAINABILITY OF BROADCASTING INSTITUTION OF VOJVODINA**

The topic of this study is analysis of the degree of fulfillment of program requirements of Broadcasting Institution of Vojvodina, in the legislative vacuum of the unclear funding of public services in the Republic of Serbia. According to the report of the Republic Broadcasting Institution, Radio-Television of Vojvodina fulfilled the obligations of Article 73 of the Broadcasting Act, which are: prescribed quotas of programs in the Serbian language and in-house production on RTV1, and the quotas of in-house productions in the languages of national minorities on RTV2.

However, with the percentage of the participation of independent productions (RTV1 – 6,85% and RTV2 – 6,87%), Radio-Television of Vojvodina did not meet the requirements defined by the Act, which is at least 10 percent of participation of independent productions in the total annual broadcasting time (Article 74 of the Broadcasting Act).

The inadequate legislative framework has a vital influence on the provincial public service fulfilling its obligations related to general program standards, as well as the realization of public interest in public broadcasting services.

According to the strategy of development of the public broadcasting system in the Republic of Serbia, by 2016 public broadcasters are obliged to continuously improve their programming within their means.

However, the same document (as well as number of related documents) defines that the basic way of financing RTS and RTV is – a subscription. There may be commercial revenue, as well as additional co-financing from the state budget according to the rules about state donations.

The main issue which is addressed in this text is how to bridge the period until the establishment of the new legislative framework in a situation where the Serbian government publicly proclaims the abolition of the mandatory subscription without previously providing other sources of funding.

**Key words:** Broadcasting Institution of Vojvodina, economic sustainability, media, public interest, public services, Republic Broadcasting Agency

**Maja Dimić and Andrea Boršoš**  
Faculty of Management, Sremski Karlovci, Serbia

## **THE ECONOMIC SUSTAINABILITY OF PUBLIC SERVICE MEDIA IN SERBIA**

This paper presents a brief overview of the economic and financial situation in domestic public service media, with reference to its past and future development trends. In this paper, the special emphasis is given to the impact of the world economic crisis on the domestic public service broadcasters. Having in mind the low standard of living in Serbia, the decrease of the economic growth, the fall of foreign direct investments and the export level, as well as political and economic risk in country, the question is whether the public service in Serbia is sustainable. By analyzing financial structure and testing financial balance, we will try to clarify how and under what financial conditions, the public service of Serbia plans to carry out the negative effects of world economic crisis. In the paper, the financial stability of domestic public service will be explained through analyzing financial performances of Radio-television of Serbia and Radio-Television of Vojvodina. By analyzing financial performances of domestic public service media we can evaluate the efforts of this segment of telecom sector.

**Key words:** national public broadcaster, macroeconomic indicators, financial analysis

**Vuk Kešelj and Nikola Marković**  
Faculty of Philosophy, University of Novi Sad, Serbia  
**MEDIA LITERACY OF TEENAGERS IN SERBIA**

The ways in which mass media influence their audiences have been a topic of many researches during the years. Still, one particular group seems to be most vulnerable to propaganda and spinning – the youth. The reason why this is the case is because children and teenagers are not familiar with the impact and the importance of media, and most importantly, they are unaware of the owner's hidden agenda. Many scholars claim that new technologies are only going to increase the media impact on audiences, and with young people being the most common users of these new technologies, they are the most vulnerable ones. Despite being familiar with this, Serbian government is not doing much in this field, yet its intervention is crucial. The sole purpose of media education is to "train" individuals to approach media content cautiously and to critically examine their meaning. Serbian media strategy, adopted in 2011, says that in order to join EU, media literacy among common people needs to improve. There are attempts and initiatives to implement media literacy into school system, but no concrete steps were made so far. Our research, based on a questionnaire, was conducted on 200 high school students between 17 and 19 years of age. We decided to choose this particular span because people in Serbia get a right to vote as soon as they turn 18. We consider this to be important because media literacy is crucial when it comes to political communication. Preliminary results of our research show that media literacy level among older teenagers is very low, which makes them vulnerable to propaganda. They are unaware of basic principles.

**Key words:** media literacy, media education, teenagers, school, questionnaire

**Milica Andevski**  
Faculty of Philosophy in Novi Sad, Serbia  
**Jasmina Arsenijević**  
Pre-School Teacher Training College in Kikinda, Serbia

## **NEW MEDIA LITERACY IN SERBIA**

This paper presents a study on new media literacy, conducted in 2013 among members of Serbian educational and academic community: from pupils in high schools to university professors, as well as wide tertiary educated population (in total 726 respondents). The study was designed according to a similar online survey by Literat (2013) on New Media Literacy of U.S. adult population, and the theoretical framework is a concept of twelve new media literacy skills developed by Henry Jenkins (2006).

The results of descriptive statistics for a media exposure (Internet, television, print media and videogames), digital participation (engagement with different Web 2.0 platforms), creative engagement with multimedia, and the results for each new media skills are presented and discussed. The findings suggest that members of the educational community are exposed to different media forms less than 7 hours a day (most of which are new media forms), that their digital participation is over 4 hours per day (primarily Facebook and YouTube), that they take a creative engagement with multimedia less than once a month, that their most expressed new media skills are visualization and judgment, and at least expressed skill is perspective and simulation.

These results, compared with the findings of original research in the U.S. and other similar studies (including results of the National Bureau of Statistics on the use of ICT in Serbia in 2012), represents the starting point for consideration of the degree of adaptation of Serbian educational community to global socio-technological changes.

**Key words:** new media literacy, skills, Web 2.0, Serbia, educational community, research



**Biljana Radić-Bojanić**  
Faculty of Philosophy, University of Novi Sad, Serbia  
**Jasmina Đorđević**  
Academic Studies of Law and Business Dr Lazar Vrkić, Serbia

**DEVELOPING THE SKILL OF SEARCHING DIGITAL RESOURCES  
AT THE MA LEVEL OF ENGLISH STUDIES**

Searching for references and finding relevant sources of information that will be used in research and scientific writing plays an important role in the academic world. This is one of the essential skills in the field of academic writing, especially in the 21st century, when there is so much information available online that researchers are unable to choose relevant and reliable sources. The need for students to develop this skill is great as they do not have any experience to rely on nor do they have enough knowledge in a certain field to be able to develop a critical stance towards the material they read. It can, therefore, be said that the skill of academic research is one of the most important kinds of competence that students should develop in order to be able to complete their academic tasks (e.g. research projects, seminar papers, presentations, writing their MA thesis). This paper describes the process of training MA students at the Department of English Studies, Faculty of Philosophy, Novi Sad, to critically and professionally search digital resources and it presents the results of this training. Following the model “presentation – practice – production”, the paper first describes the unit which teaches students how to search digital resources at their disposal; it then describes a class when students practiced what they learnt; it finally quantitatively analyzes the results of this practice class. Seventy students (N=70) participated in the research by emailing the results of this two-hour session to one of the authors of this paper. The results range from different websites to information found in various digital libraries. The analysis will establish to what extent the results (production) correspond to the initial input of this unit (presentation), which also indicates both how successful the practice was and what segments students still have to work on.

**Key words:** digital resources, English studies, master, education

**Bojana Karanović**

Faculty of Political Science, University of Banja Luka, Bosnia and Herzegovina

**NEW MEDIA LITERACY AND SOCIAL ACTIVISM: PROBLEMS AND PERSPECTIVES**

This paper explores what media literacy entails in the field of political communications from the perspective of social activism. It questions how media literacy knowledge and capacity can challenge dominant voices by countering information, promoting particular perspectives and developing alternative news messages. The media landscape have gone from a time when citizens of the world were consumers of media to a time when we are becoming producers of content, a time when information is controlled by many more than just a few, as it has been in the past. We will center the question of new media, and the new media literacy that goes with it, around the issue of democracy. In terms of democracy, the media environment has a social effect and therefore it elicits certain types of social interaction. The design of Web2.0 space of interaction points us towards new definitions of how we live together and this is where the issues on democracy and human rights come through. Recent news ('The Arab Spring', Occupy Wall Street movement, Turkish Taksim Square protests) has demonstrated how digital media can help citizens to organize, protest and attempt to defend their human rights. On the other side, the greater freedom of expression by way of anonymity of speech on the internet is increasing the visibility and aura of intolerant, violent and hateful speech. Also, information overload and false sense of activism on social networks that many scholars uphold shift our attention to somewhat negative perspective of new media democratic potential. Aim of this paper is to examine how new media literacy can enable greater access and contribute to democratic participation and citizen engagement in the new participatory culture that offers many opportunities for people to engage in civic debates and even become political leaders.

**Key words:** new media, literacy, social activism

**Dubravka Valić Nedeljković and Zoltan Geler,**  
Faculty of Philosophy, University of Novi Sad, Serbia

## **CHILDREN IN THE VIRTUAL WORLD OF COMPUTER GAMES**

It is becoming more and more clear that computer games are not only part of free time of the children, young people and adults, but an educational method as well. "Smart games" have become a part of the teaching and achievement evaluation process in the educational system. At the same time, there are many theoretical approaches to this phenomenon. There are two basic opposing groups of theorists who deal with this issue. Some believe that the computer games are negative, passive, isolating form of entertainment, often harmful to mental and physical development of children and youth; while others claim that computer games have a positive effect on the psycho-motor abilities of children and youth, helping them make better judgements, solve problems and tasks more quickly and are thus slowly becoming a part of the maturation process and cognitive development of children.

The main objective of this paper is to observe whether the virtual world is a part of growing up of elementary students in Vojvodina, and this will be done by analysing the survey conducted among students in fourth and eighth grade.

The results indicate that students, both boys and girls, are more interested in computer games and solving problems in a virtual world than in real life. From the foregoing, it can be concluded that childhood in Vojvodina is slowly moving into the digital realm.

**Key words:** children, youth, computer games, virtual world, real life

**Željeh Trpovski, Leuposava Grubić-Nešić, Ljubica Duđak and Nikša Jakovljević,**  
Faculty of Technical Sciences, University of Novi Sad, Serbia

**STUDENTS' ATTITUDES ABOUT THE ROLE OF DIGITAL TECHNOLOGIES IN  
THE EDUCATIONAL PROCESS**

Digital technologies have introduced significant changes in the educational process. There are several aims of these changes:

- to improve the knowledge quality and adoption rate
- to improve the quality of the communication between the student and the teacher.

A research is carried out among students of different age. Their opinion concerning the usage of modern education tools, teachers' abilities, the resulting skills and knowledge, as well as their expectations are presented. Results will help us to give proposals and directions towards efficient usage of digital technologies in the education process.

**Key words:** students' attitudes, digital technologies, education

**Jelena Đermanov, Marijana Kosanović, Svetlana Kostović,**  
Faculty of Philosophy, University of Novi Sad, Serbia

## **MEDIA LITERACY AS A COMPONENT OF CONTEMPORARY LITERACY**

This paper is based on the phenomenon of "medialization" which indicates the presence of the media at all, even the most personal, the aspects of human life. This postmodern phenomenon is analyzed in terms of changes of modern society, education, and the new concept of literacy for the XXI century. Since the media literacy component of multiple literacy, socio-cultural and personal competence of the individual that develops education, the apparent discrepancy between a manifestation of a critical attitude towards media products in society in general and education policies present in many countries, including Serbia, where media education is not at all or not adequately integrated into educational curricula. It is concluded that the pedagogical profile for education and the media requires consideration of both theoretical and practical implications of the new media and the educational reality, a reconceptualization of the traditional understanding of media in education and the proper integration of resources that make information-communication-media technology in the expected educational outcomes – media literacy of teachers and pupils.

**Key words:** medialization, media education, media literacy

**Zora Hudíková**  
Paneuropean University, Slovakia

**EFFECTIVE TRAINING OF A MULTIMEDIA JOURNALIST – POSSIBLE REALITY  
OR A DREAM?**

It is not an easy task to prepare for practice a young man who will soon after graduation handle all tasks in professional manner. The author in this paper describes the forms and methods of preparing multimedia journalists at the Faculty of MassMedia, Paneuropean University. She focuses on optimizing the interconnection between theoretical knowledge and practical skills, on issues of the use of effective ways of developing journalistic skills within the teaching process (extent and form), as well as within professional practice, or the use of options to cooperate with professionals from the media environment. She also discusses advantages and limitations of other activities of the students to enhance their professional skills in order to be best prepared for the needs of the practice. Particular attention is paid to the problems related to the process of building the professional competencies of multimedia journalist as well as the ways how to deal with these problems. In this contribution, the author describes her long-term experience as a methodologist for the training of creative professions in Slovak Television, as an author of the concept of students' preparation in practical subjects and as a Head of the Department of the Media Productions that provides teaching of practical subjects at the Faculty of MassMedia, Paneuropean University.

**Key words:** multimedia journalist, education, teaching

**Marcel Lincényi**  
Trenčín University of Alexander Dubček, Slovakia

## **APPLICATION OF MEDIA EDUCATION IN LIFELONG LEARNING**

The importance of the mass media escalates because they raise the media, political and public agenda. However, impact of globalization and commercialization on mediated social reality is increasing an awareness of adverse effects, whether in the form of unwanted handling, media content with no information and violence. The media are often abused for political struggle between groups or individuals who want to gain status in society. The most vulnerable groups include children and the elderly. One of the effective solutions to protect humans against misleading social reality is media education in lifelong learning. While in the Western European countries, media education is implemented for decades, Slovakia has no tradition in such teaching. The need to implement media education in Slovak schools began to warn psychologists and sociologists at the end of the last century. A few activities were realized during several years with the aim to implement the maximum of the literacy in media into the education process starting from the public discussion among academics, creation of educational guidelines, curriculum and learning material on the given topic up to training of teachers of elementary schools and organizing courses for teachers in Education in Media. Despite the mentioned initiatives, Slovakia is still in the beginning of the implementation of the new subject of study. The relevant problem is the lack of an independent institution, which would coordinate the current activities in the area of increasing of literacy in media. Currently, the education in media is insufficient as the sectional topic in teaching process in elementary schools. By that time only some primary schools have introduced the teaching of media education in primary schools as a separate subject.

**Key words:** lifelong learning, media education, Slovakia

**Nikola Radunović**

Faculty of Political Science, University of Montenegro, Montenegro

## **MENTALITY AND MEDIA EDUCATION IN MONTENEGRO**

Modern technologies have made possible the very rapid development of new media and have allowed communications as well as getting information faster than ever before. While the developed countries are underway debating, planning and implementing plans of media education for future generations whom are evolving with the social networks, all in order to approach and to understand better the media and its content, Montenegrin society which is deeply divided on many issues still struggles for professional and objective journalism. Newspapers, radio and TV stations, as well as internet portals generally incline quite openly to either government or opposition. In such situation, in which different media reports on rather turbulent socio-economic and political environment in a completely different way, with a different amounts of information and completely different discourse, it is difficult to be objectively informed.

The question is whether it is possible in an extremely polarized society such as the Montenegrin to adequately influence, with media education, a change of mentalities that lead in a way to individuals and groups that do not favor media close to one's political option, but to try to hear all the others to obtain objective information.

Analysing several current and important topics for Montenegrin society on which dailies report, as well as the habits and the expressed tradition and customs, the author wishes through several examples to show the difficulties that would, in his opinion, modern media education hardly cope in a small and deeply divided society such as Montenegro. However, does that mean one should give up on media education or try to look for models that could be successful and effective in the professionalization of the media and the understanding of its role and capabilities, especially where professional ethics and conduct of journalists are largely conditioned by the requirements of the media owners?

**Key words:** media education, professional ethics, mentality, divided society



**Ljiljana Lj. Bulatović, Goran Bulatović, Olja Arsenijević**  
Faculty of Management, Sremski Karlovci, Serbia

## **INDICATORS OF MULTIMEDIA LITERACY AS THE FOUNDATION OF MEDIA EDUCATION**

In the twenty-first century media are a part of an important process of self-literacy for younger generations who do not know the time prior to their nearest media - the Internet and all that is possible to find online, and who are not familiar with the traditional media before the period of sensation and spectacle. However, the domestic educational theory and practice media continue to perceive media as a phenomenon we live with, and not as a value we live with and in which we live. Media education and the acquisition of multimedia literacy welcome and support the democracy and democratic education by rejecting one-way communication, and because it is based on the dialogue, pluralism of opinions and of an individuality of a person. The critical attitude of users towards media content includes new media pedagogy, based on the principles of critical attitude towards the media, which will manifest in the curriculum for the subject Multimedia literacy that would be part of the school curriculum in secondary schools. The curriculum is methodologically based on ex-ante evaluation of the habits and practices of media users, directions grounded in the theory, traditional and new education policies and practices, and media policies and practices. The results of the ex-ante evaluation are indicators for multimedia literacy consumer's competencies: motives, access, knowledge, understanding, critical attitude, application and evaluation, their levels and seven key concepts upon which the education for the multimedia literacy is written. This innovative approach accepts the general principles of education: pluralism, institutional integrity and holistic approach. The main competence which stems from such an approach is critical and active involvement of the students in the modern media communication, from which will arise the ability and sensitivity of students to understand the changes in society and to actively participate in them. Also, there is students' ability to actively involve media content in resolving the problems of an environment, the ability to use extensive interactive methods and learning that is aimed at the student and the ability to promote values, beyond those that media contents offer that are observed only in the media context.

**Key words:** ex-ante evaluation, indicators, multimedia literacy, curriculum

**Jelena Vukičević and Jelena Đermanov**  
Faculty of Philosophy, University of Novi Sad, Serbia

## **TELEVISION AND MEDIA LITERACY OF YOUNG PEOPLE**

The basic topics of this paper are young people, television and their relationship. The authors analyze television as one of the most used media and as a highly influential information source. Though it has lost its primacy in fulfilling young people's free time to computers and Internet, it has increased and widen its influence through globalization.

The authors look at the contemporary young people, their behavior and attitudes toward television. The paper compares their habits in using television with the theories about addiction defined as a persistent compulsive use of a substance known by the user to be physically, psychologically or socially harmful. It lists the signs and symptoms of addiction and checks their presence in the routine of young TV users. It examines the results of the researches about the topic and makes conclusions about the influence of television on young people's lives and their process of growing up.

In the conclusion, the authors accentuate the importance of media education in order to increase the media literacy as a repertoire of competencies that enable young people to select, analyze, evaluate and create messages. The paper recognizes that the relationship of young people with media had become increasingly interactive and that the influence of this process cannot be assessed out of the context and without taking into account the individual characteristics of the user. The conclusion is that the influence of television highly depends on a viewer's life context and can be neutral, positive or negative. In this specific case, if a young person is able to critically, creatively and from their own point of view assess the presented information, has a developed social network and a number of activities, messages from television will not be damaging.

**Key words:** television, media literacy, media education, addiction, young people

**Nataša Starčević**  
Faculty of Philosophy, University of Novi Sad, Serbia

## **MEDIA EDUCATION – GUIDE MARK IN THE MEDIA CLUTTERED WORLD**

The media are inherent feature of society of XXI century. They not just present but also create reality of society. The question arises whether an individual qualifies for critical access to the information given by the media. At the time when the media influence life of each individual, especially young adults, the need for media education emerges as an imperative. The goal of media education is the development of media literacy. Media literacy is defined as the ability to rate, analyse, assess and transfer the information in all its forms. A need for developing media literacy within educational system in the Republic of Serbia imposes as a necessity.

**Key words:** knowledge society, media education, media literacy

**Dušan Ristić and Dušan Marinković**  
Faculty of Philosophy, University of Novi Sad

**MEDIA TECHNOLOGIES AND DE-CONTEXTUALIZATION OF COGNITION:  
MAPPING THE “SILENT VOICE” OF IDEOLOGY**

The media technologies produce new social discourses of belonging and exclusion and new forms of social communication. We proceed from the hypothesis that ideological social practices are reproduced through the processes of de-contextualization of communication inherent to media technologies. That way communication becomes a “disembodied voice”, separate from the “one who speaks” and sources of communication become less visible. New media technologies also contribute to the processes of de-contextualization of cognition, which means that information helps in isolation of cognition from the other parts of personality, especially from the structure of feelings. Discourses are given the autonomy – they become independent of the context and the speaker who produces and presents them. When speech becomes context free, it loses the background of authority or structure of feelings and makes ideology “at work”. New media technologies present discourses both as “elaborated” and “restricted” linguistic codes and greatly intensify "nonlinguistic" and "iconic" communication, promote the “residual iconic imagery” as a new form of paleosymbolism – rationally unarticulated symbolic language which contributes in the process of the reproduction of ideology.

**Key words:** discourse, ideology, knowledge, media, paleosymbolic, technology

**Jelena Kleut**

Faculty of Philosophy, University of Novi Sad, Serbia

## **INTERFACE AS A SEMIOTIC ARTIFACT**

Although some semiotic concepts were implicitly present in the design of human-computer interaction (HCI), the authors working in the area of computer semiotics have made a relatively consistent framework for approaching interface design with semiotic terms and tools. Within this framework, human-computer interaction is seen as communication between interface designers and end-users, in which the main task of a designer is to communicate computer assisted tasks and their possibilities to users.

This paper aims to provide an overview of semiotic approaches to the design of user interfaces for new media. These approaches emerge as a result of cross-disciplinary collaboration of the authors working in the field of semiotics, on one hand, and human-computer interaction, on the other hand. Starting from Andersen's computer semiotics to the Semiotic Engineering Group we can trace employment of semiotic concepts and different operationalizations of the key semiotic terms such as representation, articulation and interpretation in new media environments. In this paper we will identify semiotic approaches commonly used in these interdisciplinary ventures and point out to differences arising from application of different approaches.

**Key words:** new media, semiotics, human-computer interaction, interface, design.

**Ilija Lalović**  
Faculty of Philosophy, University of Novi Sad, Serbia  
**Marko Lazić**  
Banja Luka, Bosnia and Hercegovina

## **CONTENT MANAGEMENT SYSTEMS ADVANTAGES**

CMS is a web system guided by a database, which generates a webpage on request, creating every page on the basis of a template, and the requested content on the basis of the database. In literature, there is much information on the features of Web CMS, but there is not enough research about investments in CMS. In our research paper, on the basis of our CMS implementation in various institutions, we offer data which illustrates the profitability of CMS.

**Key words:** WCMS, business processes, content re-use, evaluation of WCMS, institutional web site, information architecture

**Tamara Kliček and Andrea Borsos**  
Faculty of Management, University Nikola Tesla, Sremski Karlovci, Serbia  
**Željko Vučković**  
Faculty of Education, University of Novi Sad, Serbia

## **DIGITAL STORYTELLING IN FUNCTION OF URBAN AUTHENTICITY PROMOTION**

Creativity industries have become increasingly important for the development of urban attractiveness promotion, especially in European Capital of Culture contest. As competition between cities grows, they increasingly seek to distinguish themselves through specialization on some creative industry. However, such strategy can be counter-productive often resulting adaptation of similar creative industries model. The result is often copy-paste offer on urban tourism market. This paper examines the meta-data of many European Capitals of Culture and distinction they developed. It argues that the shift away from tangible to intangible competitive advantage. However through creating electronic authentic urban narratives, cities become active creators of multimedia. Digital storytelling can be used as a powerful tool to outline urban distinction. If uses carefully digital storytelling can have many benefits based on creativity and embedded knowledge. This paper contains results of an exploratory descriptive desk research that analyzes digital urban stories in function of comprehensive city promotion.

**Key words:** European capital of culture, digital storytelling, creative industries, creative city

**Margareta Bašaragin**  
ACIMSI Center for Gender Studies, University of Novi Sad, Serbia

**TV COMMERCIAL AS A MIRROR OF THE STEREOTYPICAL MISOGYNY -  
CRITICAL ANALYSIS OF THE DISCOURSE OF TV ADVERTISING FROM A  
GENDER PERSPECTIVE**

We adopt the gender stereotypes also through the process of the communication within the advertising and so are the TV commercials filled with the misogynic messages. They openly favor not only the men but also the patriarchal model of social order. The aim of this paper was to examine whether there are elements in the discourse of TV commercials that favor the formation and maintenance of social stereotypes of gender roles and how the visual codes involved in auditory context creating narratives contribute to the production of an imaginary, virtual image of the misogyny, which is imposed primarily through TV commercials on the general public and specific target groups. I used quantitative and qualitative method of the critical analysis of the TV commercials on TV RTS1 and TV Pink, at the same time comparing and interpreting them. The corpus includes the TV commercials aired during the period between 23. January and 22. February 2013 on the aforementioned TV channels. The TV commercials on RTS1 were recorded before the "Dnevnik 2" and those ones on Pink during the "Nacionalni dnevnik". I used for the analysis the following parameters: the subject and the object of the TV commercials, their form and the target group. For all the components of the discourse of TV advertising I noted the existence of the gender stereotypes directed at misogyny. These are related to women as breadwinners, housekeepers, cooks, helpless to solve problems (even when they refer to "women's work") and as not enough reasonable or incompetent to deal with the "serious issues of public importance", laden with appearance, beauty and youth. At the same time these representations participate in the formation of the image of modern women for which they supposedly strive, in spite of the fact that this image has extremely misogynistic traits.

**Key words:** TV commercials, discourse of advertising, image, gender stereotypes



**Sladana Marić**

ACIMSI Center for Gender Studies, University of Novi Sad, Serbia

**MEDIA EDUCATION ON GENDER PERSPECTIVES IN MUSIC MEDIA REPORTS:  
DISCOURSE ANALYSIS OF PRESS REPORTS ON OPERA *MILEVA***

The representation of women in the media is a subject of many research today, but a few are about women in history, but none (or rare) are in the field of “Fine Arts” in which opera as a genre belongs to. Media education and gender in media report writing is an important research subject and a new one in writing music reports in the field of contemporary/classical music and opera critique in public media. Opera *Mileva* is a music work by Aleksandra Vrebalov with an original libretto by Vida Ognjenović about the life of Mileva Einstein (born Marić, 1875-1948) - the first Serbian woman that entered the Swiss Federal Polytechnic (ETH) in 1896 and acquired a diploma in the high education field of mathematics and physics. The first opera performance was held on 21<sup>st</sup> October 2011 in Novi Sad, and media reports on this subject started at the end of 2010. In this work I will use a feminist discourse analysis of published articles about the Opera *Mileva* and about her composer Aleksandra Vrebalov to show the needs of implementing *gender perspectives in music* in the future media education of all students. Having all that in mind, I will question how the selected media present: the whole event, the woman composer – Aleksandra, the person – Mileva, and the image of Mileva in opera, and what are the recommendations for the future gender sensitive report writing in the field of classical/contemporary music.

**Key words:** discourse analysis, gender perspectives in music, media education, media reports, opera *Mileva*

**Zorana Joksimović**

ACIMSI Center for Gender Studies, University of Novi Sad, Serbia

## **A WOMAN AS THE SUBJECT OF A NEWSPAPER ARTICLE**

Empirical stronghold of the work on the topic "A woman as the subject of a newspaper article" stems from the fact that in modern culture there are some gender stereotypes, prejudice and inherited social patterns regarding the presentation of a woman in the media. The work aims at presenting androcentrism in daily newspapers which results in under-representation of women in newspaper articles, as well as the placement of content that lead to their negative promotion, often putting them in the private sphere or leisure. The work includes the research of dailies' facilities and comparative results which confirm the basic and specific hypothesis. Methods used during the research are the theoretical analysis, and the application of scientific literature in the field of Gender theory, Psycholinguistics, Feminism, and the content analysis that involves careful reading of newspaper articles published in *Blic*, *Politika*, *Courier*, in the period from 28<sup>th</sup> Oct to 7<sup>th</sup> Nov 2012, the quantitative and qualitative analysis and the comparative one which are used to make a parallel between the presentation of women in the analyzed newspapers. Concluding observations suggest the existence of gender discrimination and provide suggestions for combating gender stereotypes and turning towards complete freedom of personal and professional choices, accomplishments, and recognition of the existence regardless of gender.

**Key words:** content analysis, media, gender equality, gender-sensitive language, newspapers

**Marija Kačavendić**  
Faculty of Philosophy, University of Novi Sad, Serbia

### ***MASS EFFECT TRILOGY AS A NARRATIVE***

When approaching a new field of study, in this case, video games, one of the first tasks is to analyze the existing and governing theories. Such approach provides two very strong claims which are decidedly different – ludology and narratology. The difficulty lies in the varieties and the medium of games. On the former, it must be noted that *Tetris*, a puzzle video game, very simple in narrative terms, and *Dragon Age: Origins*, a role-playing video game which is mostly story-driven, both belong to the category of video games. Trying to combine the two in order to find common properties is quite difficult, since their genres make them decidedly different. Literature does not have the same genre related issues, which is why most critics argue against a narrative approach to video games. *Mass Effect* trilogy stands as an example of middle grounds, with strong characters and compelling narrative properties, characteristics only available through action and gameplay. While some information is presented in the form of text, other is influenced by the player, thus changing the manner of experiencing the narrative. By comparing the reader to the player, it is obvious that the medium expands the role of the receiver, since the reader of the games becomes the author to an extent. *Mass Effect* series should be observed as a new way of storytelling, one that involves a greater level of investment.

**Key words:** Mass Effect, ludology, narratology, reader, author, player

CIP – Каталогизација у публикацији  
Библиотека Матице српске, Нови Сад

316. 774 (048.3 )  
659.3 (048.3)

**The BRIDGES of Media Education (2013 ; Novi Sad)**

Book of abstracts. 5 [Elektronski izvor] = Knjiga  
sažetaka / The Bridges of Media Education, Novi Sad,  
October 2013 = Mostovi medijskog obrazovanja. – Novi Sad :  
Faculty of Philosophy, Department of Media Studies, 2013. –  
1 elektronski optički disk (CD-ROM) : tekst ; 12cm

Tiraž 100.

ISBN 978-86-6065-173-2

I. Mostovi medijskog obrazovanja (2013 ; Novi Sad) v. The  
Bridges of Media Education (2013 ; Novi Sad)

a) Масоцни медији – Апстракти b) Масовне комуникације –  
Апстракти

COBISS.SR-ID 280681223